

Dear Students,

Level 1 is the most involved part of the course.

This workbook is designed to guide you through the course lessons for this Level. Please use it alongside the video lessons 😊

Facebook Group

We have a new group exclusively for students of this course. To join, click the link below.

<https://www.facebook.com/groups/360011788211832/>

The secret word is 'blogging'

Blog for a Living

Level 1 Workbook

Theo McArthur



How to Use the Workbook

There are 3 columns.

Column 1 is a description of the task to be completed

Column 2 is the space for you to put a checkmark when the task has been completed

Column 3 is the space for your notes. The space for notes is bigger for some tasks than others. That's because some tasks require more thought than others.

[It's very important that you don't try to use this workbook on its own. It's not a shortcut to completing the course. It's designed to be used alongside the lessons]

SECTION 2 TASK	COMPLETED	MY NOTES
Download the Level 1 FAQ's and keep them to hand as you progress through the lessons		
Choose a niche/subject for your blog. Don't get hung up on this. Providing you have a general idea of the niche, you can develop your ideas as you go along Download the Niche List PDF		
Understand why we use WordPress.org		

Watch the lesson 'Getting a Great Name for Your Blog' and choose a domain name. Download the handout that goes with the lesson It's important to watch and listen carefully to this lesson, then either purchase your domain, or make a note of it so that you can purchase it in the next step		
Read the lesson 'Hosting – You Will Need Hosting from This Point On' and register your hosting account. Note: The recommended plan is the 'Grow Big' and the link provided in the lesson goes directly to the correct page. https://www.siteground.com/go/your-plan		

SECTION 3 TASK	COMPLETED	MY NOTES
Set up your domain and hosting		
Log into 'Your Site Tools'		
Create an email address		
Install SSL and enforce HTTPS		

Create a title and tagline for your new blog		
Complete the basic blog settings		
Install the required plugins as per the lessons 'Installing Plugins Part 1 & 2' and the lesson 'Add a Cookies Consent Plugin'		
Create your author profile		

Choose and install a theme

Create the Privacy page

Note: A sample page is available for download along with the lesson 'Setting up the Privacy Policy Page'

Create the 'Contact' Page

Create the Terms & Conditions page Note: A sample page is available for download along with the lesson 'Setting up the Contact and Terms and Conditions Pages'		
Create a main navigation menu for your blog		
Understand widgets and the purpose of them		

Complete some basic customization on your theme.

Download the handout that goes with the lesson 'Basic Customization Part 2'

SECTION 4 TASK	COMPLETED	MY NOTES
Check out header and logo design gigs on Fiverr.com		
Make a simple header with Canva		
Make a simple logo with Canva		

SECTION 5 TASK	COMPLETED	MY NOTES
Check out some of the resources for getting ideas and content for your blog Download the handout that goes with the lesson 'Getting Content and Ideas'		
Learn how to write post titles Practice writing titles		

Prepare your very first post

Add and publish your first post following the lessons 'Adding Your First Post Part 1 – 4'

Download the handouts for 'Adding Your First Post Part 2'

Add pages and categories to your menus		
Set up a drop down (sub) menu		
Understand about frequency of posting and how to schedule posts for a future date		

SECTION 6 TASK	COMPLETED	MY NOTES
Create a slider by following the lessons 'Creating Sliders Part 1 & 2'		
Customize the sidebar/sidebars Download the handout that goes with the lesson 'Customizing Sidebars'		
Customize the footer Download the handout that goes with the lesson 'Customizing Footers'		

General tidy up!

Download the handout that goes with the lesson 'Tidying up the Blog'

Once you have completed this task, you will be ready to move to Level 2, which is all about driving traffic and making money from your blog 😊



CONGRATULATIONS